

data (e.g. advertising) to the client machine. The Examiner argues that the "user" recited in the claims can be located at Miller's content provider, or at a client terminal as taught by Becker. Becker teaches a user at a client terminal customizing audio/video according to the user's preference. Becker does disclose a sensory-impaired user selecting the format of audio communications (e.g. volume, and tone frequency).

However, Miller and Becker both fail to disclose that the user uploads the audio to the interactive video casting system in the first place, as encompassed by the independent claims. Miller teaches that the content provider server, not the client machine, uploads information to an agent server (see e.g. Miller at paragraph 0059). Becker, Pugliese and Carey fail to overcome this deficiency of Miller. In particular, Becker discloses a user selecting a volume and frequency of a tone, but fails to disclose or suggest the user uploading audio content.

Moreover, Claim 1 in particular specifically recites that the user is an end consumer of advertising on the shopping channel. Accordingly, the user would not be at Miller's content provider, since content providers are not end consumers.

For at least the above reasons, withdrawal of the rejection of Claims 1-3, 8-10, 12-17, and 22-24 under 35 U.S.C. §103(a) over Miller in view of Becker is respectfully requested.

Claims 4, 5, 18, and 19 were rejected under 35 U.S.C. §103(a) as being unpatentable over Miller and Becker and further in view of Pugliese *et al.* (U.S. Patent Application Publication No. 2001/0044751, hereinafter “Pugliese”). This rejection is respectfully traversed.

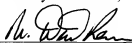
Pugliese discloses online shopping, where a user can receive assistance (e.g., an artificial intelligence provides assistance/simulates a live assistant, paragraph 0008) and can listen to Internet radio (paragraph 0386). However, Pugliese fails to overcome the deficiencies of Miller and Becker with respect to allowable independent Claims 1 and 12, and therefore dependent Claims 4, 5, 18, and 19 are likewise allowable for at least the same reasons. Withdrawal of the rejection of Claims 4,

CONCLUSION

Applicant respectfully submits that the application is in condition for allowance. Favorable consideration on the merits and prompt allowance are respectfully requested. In the event any questions arise regarding this communication or the application in general, the Examiner is invited to contact Applicant's undersigned representative at the telephone number listed below.

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Respectfully submitted,

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